

Message Text

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SUBJECT: US EXPORT PROMOTION MISSION: HOKKAIDO'S FOOD
PROCESSING AND PACKAGING MARKET

REF: SAPPORO 0083

1. SUMMARY HOKKAIDO APPEARS TO HAVE GOOD MARKET POTENTIAL FOR US SUPPLIERS OF FOOD PROCESSING AND PACKAGING EQUIPMENT. IN 1976 HOKKAIDO PRODUCED \$7 BILLION WORTH OF PROCESSED FOOD(36.55PCT OF HOKKAIDO'S INDUSTRIAL PRODUCTION). NATIONALLY, HOKKAIDO ACCOUNTED FOR 7.7 PCT OF JAPAN'S FOOD PROCESSING AND 19.7PCT OF ITS FORZEN FOOD PRODUCTION. 68.1PCT OF JAPAN'S FROZEN AGRICULTURAL PRODUCTS(VEGITABLES, FRUIT ETC.) WERE PROCESSED IN HOKKAIDO IN 1977. TOTAL PURCHASES OF FOOD PROCESSING AND PACKAGING EQUIPMENT IN HOKKAIDO IN 1974 (LATEST AVAILABLE DATA) WERE \$22.1 MILLION. END SUMMARY.

2. FOOD PROCESSING IS A MAJOR INDUSTRY IN HOKKAIDO. IN 1976 PROCESSED FOOD PRODUCTION AMOUNTED TO \$7 BILLION (1,331 BILLION YEN AT 190 YEN- \$1.00), WHICH WAS 36.5PCT OF HOKKAIDO'S TOTAL INDUSTRIAL PRODUCTION. HOKKAIDO'S 70 FOOD PROCESSING PLANTS CONSISTANTLY ACCOUNT FOR ABOUT 7.7PCT OF JAPAN'S PROCESSED FOOD PRODUCTION (SEE UNCLASSIFIED

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TABLE 1).

3. GIVEN THE QUALITY AND DIVERSITY OF HOKKAIDO'S AGRICULTURE, AS WELL AS ITS DISTANCE FROM THE MORE POPULOUS SOUTH, IT IS NOT SUPRISING THAT 19.7PCT (88,605 TONS) OF JAPAN'S FROZEN FOOD WAS PRODUCED IN HOKKAIDO IN 1977. 70PCT OF HOKKAIDO'S FROZEN FOOD IS

AGRICULTURAL PRODUCTS, SUCH AS VEGETABLES, FRUIT ETC.
(SEE TABLE 2). SNACKS AND BAKERY GOODS ARE ALSO A
LEADER OF HOKKAIDO'S FROZEN FOOD INDUSTRY.
20,193 TONS OF FROZEN SNACKS WERE PRODUCED IN 1977.

4. PURCHASES OF FOOD PROCESSING AND PACKAGING EQUIPMENT
FOR HOKKAIDO FACTORIES WAS \$22.1 MILLION(4.2 BILLION
YEN) IN 1974. THE LATEST YEAR FOR WHICH STATISTICS
ARE AVAILABLE, IF WE ASSUME A CONSTANT PROPORTION
BETWEEN PROCESSED FOOD PRODUCTION AND PURCHASES OF
FOOD PROCESSING EQUIPMENT, THE FOOD PROCESSING EQUIPMENT
MARKET IN HOKKAIDO FOR 1976 SHOULD BE ABOUT \$27 MILLION
(5.2 BILLION YEN).

5. COMMENT: IN VIEW OF THE ABOVE AND AS RESULT OF
CONVERSATIONS WITH FOOD PROCESSING INDUSTRY SOURCES,
DURING VISIT OF TRADE SPECIALIST LOFQUIST, POST IS
CONFIDENT THAT A PROMISING MARKET FOR FOOD PROCESSING
AND PACKAGING EQUIPMENT EXISTS IN HOKKAIDO. EQUIPMENT
USED IN THE PROCESSING AND PACKAGING OF AGRICULTURAL
PRODUCTS AND SNACK/BAKERY GOODS SHOULD FIND A
PARTICULARLY GOOD MARKET IN HOKKAIDO. CONSULATE NOW
FEELS IT CAN SCHEDULE VALUABLE MEETINGS FOR
VIRTUALLY ALL MEMBERS OF THE FOOD PROCESSING AND PACKAGING
GROUP OF THE US TRADE MISSION IN OCTOBER. END COMMENT.

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TABLE 1: FOOD PROCESSING INDUSTRY PRODUCTION IN JAPAN
AND HOKKAIDO

IN MILLION OF YEN		HOKKAIDO FOOD PROCESSING PROD. AS A PERCENTAGE OF	
YEAR	JAPAN	HOKKAIDO	NATIONAL FOOD PROCESSING
1972	8,912,365	677,777	7.6
1973	10,589,100	858,058	8.1
1974	13,173,768	1,026,768	7.8
1975	15,130,486	1,162,511	7.7
1976	N/A	1,331,283	N/A

SOURCE: HOKKAIDO PREFECTURAL DEPARTMENT OF COMMERCE
AND INDUSTRY

TABLE 2: HOKKAIDO FROZEN FOOD PRODUCTION ACCORDING TO
KIND OF FOOD

1976:	FISH	AGRICULTURAL	MEAT	SNACKS	TOTAL
TONS PRODUCED	4,411	42,661	1,113	13,717	61,902
AS PCT OF TOTAL HOKKAIDO PRODUCTION	7.1	68.9	1.8	22.2	100

AS PCT OF TOTAL NATIONA

PRODUCTION 8.8 62.0 11.5 4.9 15.1

1977

TONS PRODUCED 5,040 62,073 1,200 20,195 88,506

AS PCT OF TOTAL HOKKAIDO

PRODUCTION 10.7 70.0 1.4 22.8 100

AS PCT OF TOTAL NATIONAL

PRODUCTION 11.9 68.1 10.8 6.7 19.7

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